



## EARLY DESIGN GUIDANCE OF THE WEST DESIGN REVIEW BOARD

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Project Number:	3019689
Address:	701 9 <sup>th</sup> Avenue N
Applicant:	Cameron Hall of Perkins+Will Architects
Date of Meeting:	Wednesday, June 03, 2015
Board Members Present:	Boyd Pickrell (Acting Chair) Christine Harrington Peter Krech (substitute)
Board Members Absent:	Mindy Black Katie Idziorek Janet Stephenson
DPD Staff Present:	Garry Papers, M.Arch, Senior Land Use Planner

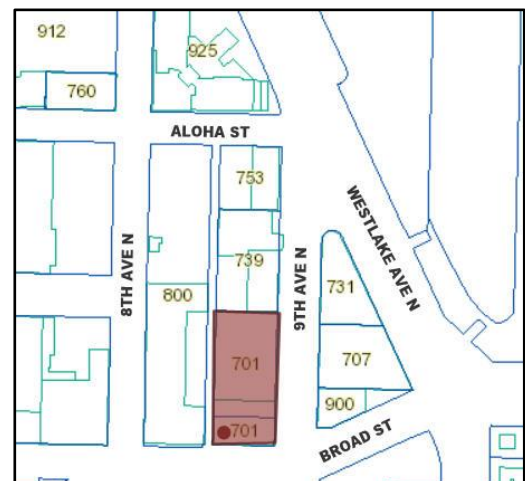
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### SITE & VICINITY

Site Zone: SM -85; Seattle Mixed, 85 ft max height

Nearby Zones: (North) SM-85  
(South) SM 160/85-240  
(East) SM-85  
(West) SM-85

Lot Area: 29, 274 sq ft



**Current Development:**

The site is currently occupied by a one story commercial structure, housing a restaurant.

**Surrounding Development and Neighborhood Character:**

A one story commercial structure, the Seattle City Light Building and a designated Seattle Landmark, is to the west across the alley from the site. A variety of one story commercial buildings are to the north on the same block, and east across 9<sup>th</sup> Avenue N. The surrounding neighborhood is transitioning from 1-3 story commercial and industrial uses, to research, residential and offices, consistent with city policies and zoning.

**Access:**

Pedestrian access is from the two adjacent sidewalks on 9<sup>th</sup> Ave N, and Roy Street. Vehicular access is from the adjacent improved alley.

**Environmentally Critical Areas:**

Liquefaction (ECA5)

**PROJECT DESCRIPTION**

The proposed development is a 7 story office structure with retail at the ground level. Parking for 180 vehicles will be located below grade. Parking and loading access will be from the alley. Existing structures to be demolished.

<b>EARLY DESIGN GUIDANCE June 3, 2015</b>
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The packet includes materials presented at the meeting, and is available online by entering the DPD project number at this website:

[http://www.seattle.gov/dpd/Planning/Design\\_Review\\_Program/Project\\_Reviews/Reports/default.asp](http://www.seattle.gov/dpd/Planning/Design_Review_Program/Project_Reviews/Reports/default.asp).

The packet is also available to view in the file, by contacting the Public Resource Center at DPD:

**Mailing    Public Resource Center**

**Address:** 700 Fifth Ave., Suite 2000  
P.O. Box 34019  
Seattle, WA 98124-4019

**Email:**    [PRC@seattle.gov](mailto:PRC@seattle.gov)

## PUBLIC COMMENT

There were no comments at this meeting.

## PRIORITIES & BOARD RECOMMENDATIONS

After visiting the site, considering the analysis of the site and context provided by the proponents, and hearing public comment, the Design Review Board members (the Board) provided the following siting and design guidance. (South Lake Union Design Guideline citations)

All page references are to the EDG booklet dated 6/03/2015.

### EARLY DESIGN GUIDANCE (EDG) June 3, 2015

#### 1. Massing & Form:

- a. **Massing Option & Articulation:** The Board supported the offset core and agreed that Massing Concept 3 was supportable but only if executed with the facade depth, proportions and texture portrayed on pages 51 and 54, not the planer and horizontal versions on pages 42. The Board supported this basic façade articulation on the east, south and west facades, and noted that such a uniform articulation would not be appropriate for a larger or full block building. (CS2-A-2; CS3-A-2)
- b. **North Transition:** The Board also supported the stepped north bay, which creates a ‘gasket’ for the north party wall, and agreed the north façade could be blank but should incorporate scoring and/or patterns. ( DC2)
- c. **Ground Floor Proportion:** The Board support for the basic cubic form and articulation was also predicated on the 20 ft tall ground floor height (pg 53), and the transparency and proportion it contributes to the two street frontages. See comments under 2b and 3a for more specifics on the ground floor treatments that make the overall form acceptable. (DC2-B)

#### 2. Ground Level & Streetscape:

- a. **Retail Depth & Length:** The Board strongly supported the large and deep retail floor plan shown on page 54, including the full length along 9<sup>th</sup> Ave. The Board also supported the location of services northward on the alley, and the office lobby ‘address’ off of Roy Street. (DC1-A; PL3; PL3-I)
- b. **Storefront Height & Porosity:** The Board strongly supported the consistent 20 ft retail height (pg 53), the high degree of street transparency, and the very high porosity shown on page 58 (and precedent pg 59). The Board supported generous full-height doors at all bays, enabled by the floor levels stepping with grade as stated. (PL2-I; PL3-C)

- c. **9<sup>th</sup> Avenue Setback:** The Board agreed the storefront setback from property line shown on page 54 (about 3 ft) was not enough to create the desirable depth and layering shown on pg 58, and provide an enlarged café zone along the building (6-7 ft total was mentioned). The Board supported the wide curbside planter zones along both busy streets, and the sidewalk widths shown, but the ground floor setback should be increased. ( PL2-I-iii)
- d. **Roy Street:** The Board agreed the south storefront could be undulated and provide pedestrian cues for the office lobby. The Board supported the ‘open southeast corner’ not occupied by a column, as it creates a more dramatic, ‘cantilevered’ perspective (see pg 51), and identifies the corner visible in the context. The Board suggested the corner use might stay open as a pedestrian refuge, or the doors ‘fold back’ to allow that retail to spill out on the corner; this creates an understated invitation to cross Roy Street at the corner. (CS2-C-1; PL1-B; PL1-III)
- e. **Alley:** The Board strongly supported the transparent southwest corner wrapping far into the alley (pg 54), and the generally activated alley frontage. The Board supported generous bike parking accessible directly from and at grade with the alley, and to facilitate that, suggested the electrical and service uses shown on the ground floor be moved below grade.(PL4)

### 3. Materiality & Architectural Expression:

- a. **Façade Composition:** While only EDG, the Board discussed the façade composition and materiality shown on pages 51, 58 (and precedent pg 57) at length; the depth, quality and proportion of that composition was a condition of the Board’s support for the simple massing. This support includes the 8-9 bay, square proportions shown on pg 51 (rather than a horizontal proportion from fewer bays), the integrated canopies, and the implied materiality of articulated metal frames, deeply inset glass and wood soffits. (CS3-I-I; PL2-C; DC2-C/D )
- b. **South Façade & Sustainability:** The south upper façade was not shown at the same level as other drawings, but as a ‘cantilevered bay’ the Board agreed it could exhibit some freedoms from the east facade, provide a subtle building address/identifier, plus might logically incorporate sustainable features such as sunshades. The left edge of the page 51 sketch suggests shades or overhangs, and the page 57 New York city precedent shows a white entrance box at ground level. (CS1-B; PL3-A)
- c. **Roof:** The Board agreed the roof will afford excellent views, and will be visible from taller buildings in the vicinity. The landscape design should balance sustainable elements with carefully located and usable amenity for building tenants. (DC2-I)

## DESIGN REVIEW GUIDELINES

The Citywide and South Lake Union (SLU) Neighborhood guidelines **identified by the Board as Priority Guidelines** are summarized below, while all guidelines remain applicable. For the full text please visit the [Design Review website](#).

### CONTEXT & SITE

**CS1 Natural Systems and Site Features: Use natural systems/features of the site and its surroundings as a starting point for project design.**

#### **CS1-B Sunlight and Natural Ventilation**

**CS1-B-1. Sun and Wind:** Take advantage of solar exposure and natural ventilation. Use local wind patterns and solar gain to reduce the need for mechanical ventilation and heating where possible.

**CS1-B-2. Daylight and Shading:** Maximize daylight for interior and exterior spaces and minimize shading on adjacent sites through the placement and/or design of structures on site.

**CS1-B-3. Managing Solar Gain:** Manage direct sunlight falling on south and west facing facades through shading devices and existing or newly planted trees.

**CS2 Urban Pattern and Form: Strengthen the most desirable forms, characteristics, and patterns of the streets, block faces, and open spaces in the surrounding area.**

#### **CS2-A Location in the City and Neighborhood**

**CS2-A-1. Sense of Place:** Emphasize attributes that give a distinctive sense of place. Design the building and open spaces to enhance areas where a strong identity already exists, and create a sense of place where the physical context is less established.

**CS2-A-2. Architectural Presence:** Evaluate the degree of visibility or architectural presence that is appropriate or desired given the context, and design accordingly.

#### **CS2-B Adjacent Sites, Streets, and Open Spaces**

**CS2-B-2. Connection to the Street:** Identify opportunities for the project to make a strong connection to the street and public realm.

#### **CS2-C Relationship to the Block**

**CS2-C-1. Corner Sites:** Corner sites can serve as gateways or focal points; both require careful detailing at the first three floors due to their high visibility from two or more streets and long distances.

**CS3 Architectural Context and Character: Contribute to the architectural character of the neighborhood.**

#### **CS3-A Emphasizing Positive Neighborhood Attributes**

**CS3-A-2. Contemporary Design:** Explore how contemporary designs can contribute to the development of attractive new forms and architectural styles; as expressed through use of new materials or other means.

## PUBLIC LIFE

**PL1 Connectivity: Complement and contribute to the network of open spaces around the site and the connections among them.**

**PL1-A Network of Open Spaces**

**PL1-A-2. Adding to Public Life:** Seek opportunities to foster human interaction through an increase in the size and quality of project-related open space available for public life.

**PL1-B Walkways and Connections**

**PL1-B-2. Pedestrian Volumes:** Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area.

***South Lake Union Supplemental Guidance:***

**PL1-III Pedestrian Open Spaces and Entrances**

**PL1-III-i. Public Realm Amenity:** New developments are encouraged to work with the Design Review Board and interested citizens to provide features that enhance the public realm, i.e. the transition zone between private property and the public right of way. The Board is generally willing to consider a departure in open space requirements if the project proponent provides an acceptable plan for features such as:

- a. curb bulbs adjacent to active retail spaces where they are not interfering with primary corridors that are designated for high levels of traffic flow;
- b. pedestrian-oriented street lighting;
- c. street furniture.

**PL2 Walkability: Create a safe and comfortable walking environment that is easy to navigate and well-connected to existing pedestrian walkways and features.**

**PL2-B Safety and Security**

**PL2-B-1. Eyes on the Street:** Create a safe environment by providing lines of sight and encouraging natural surveillance.

**PL2-B-2. Lighting for Safety:** Provide lighting at sufficient lumen intensities and scales, including pathway illumination, pedestrian and entry lighting, and/or security lights.

**PL2-B-3. Street-Level Transparency:** Ensure transparency of street-level uses (for uses such as nonresidential uses or residential lobbies), where appropriate, by keeping views open into spaces behind walls or plantings, at corners, or along narrow passageways.

**PL2-C Weather Protection**

**PL2-C-1. Locations and Coverage:** Overhead weather protection is encouraged and should be located at or near uses that generate pedestrian activity such as entries, retail uses, and transit stops.

**PL2-C-2. Design Integration:** Integrate weather protection, gutters and downspouts into the design of the structure as a whole, and ensure that it also relates well to neighboring buildings in design, coverage, or other features.

**PL2-C-3. People-Friendly Spaces:** Create an artful and people-friendly space beneath building.

**PL3 Street-Level Interaction: Encourage human interaction and activity at the street-level with clear connections to building entries and edges.**

**PL3-A Entries**

**PL3-A-1. Design Objectives:** Design primary entries to be obvious, identifiable, and distinctive with clear lines of sight and lobbies visually connected to the street.

**PL3-A-4. Ensemble of Elements:** Design the entry as a collection of coordinated elements including the door(s), overhead features, ground surface, landscaping, lighting, and other features.

**PL3-C Retail Edges**

**PL3-C-1. Porous Edge:** Engage passersby with opportunities to interact visually with the building interior using glazing and transparency. Create multiple entries where possible and make a physical and visual connection between people on the sidewalk and retail activities in the building.

**PL3-C-2. Visibility:** Maximize visibility into the building interior and merchandise displays. Consider fully operational glazed wall-sized doors that can be completely opened to the street, increased height in lobbies, and/or special lighting for displays.

**PL3-C-3. Ancillary Activities:** Allow space for activities such as sidewalk vending, seating, and restaurant dining to occur. Consider setting structures back from the street or incorporating space in the project design into which retail uses can extend.

**PL4 Active Transportation: Incorporate design features that facilitate active forms of transportation such as walking, bicycling, and use of transit.**

**PL4-B Planning Ahead for Bicyclists**

**PL4-B-1. Early Planning:** Consider existing and future bicycle traffic to and through the site early in the process so that access and connections are integrated into the project along with other modes of travel.

**PL4-B-2. Bike Facilities:** Facilities such as bike racks and storage, bike share stations, shower facilities and lockers for bicyclists should be located to maximize convenience, security, and safety.

**PL4-B-3. Bike Connections:** Facilitate connections to bicycle trails and infrastructure around and beyond the project.

**DESIGN CONCEPT**

**DC1 Project Uses and Activities: Optimize the arrangement of uses and activities on site.**

**DC1-A Arrangement of Interior Uses**

**DC1-A-1. Visibility:** Locate uses and services frequently used by the public in visible or prominent areas, such as at entries or along the street front.

**DC1-A-2. Gathering Places:** Maximize the use of any interior or exterior gathering spaces.

**DC1-A-3. Flexibility:** Build in flexibility so the building can adapt over time to evolving needs, such as the ability to change residential space to commercial space as needed.

**DC1-A-4. Views and Connections:** Locate interior uses and activities to take advantage of views and physical connections to exterior spaces and uses.

**DC2 Architectural Concept: Develop an architectural concept that will result in a unified and functional design that fits well on the site and within its surroundings.**

**DC2-A Massing**

**DC2-A-2. Reducing Perceived Mass:** Use secondary architectural elements to reduce the perceived mass of larger projects.

**DC2-B Architectural and Facade Composition**

**DC2-B-1. Façade Composition:** Design all building facades—including alleys and visible roofs— considering the composition and architectural expression of the building as a whole. Ensure that all facades are attractive and well-proportioned.

**DC2-B-2. Blank Walls:** Avoid large blank walls along visible façades wherever possible. Where expanses of blank walls, retaining walls, or garage facades are unavoidable, include uses or design treatments at the street level that have human scale and are designed for pedestrians.

**DC2-C Secondary Architectural Features**

**DC2-C-1. Visual Depth and Interest:** Add depth to facades where appropriate by incorporating balconies, canopies, awnings, decks, or other secondary elements into the façade design. Add detailing at the street level in order to create interest for the pedestrian and encourage active street life and window shopping (in retail areas).

**DC2-D Scale and Texture**

**DC2-D-1. Human Scale:** Incorporate architectural features, elements, and details that are of human scale into the building facades, entries, retaining walls, courtyards, and exterior spaces in a manner that is consistent with the overall architectural concept

**DC2-D-2. Texture:** Design the character of the building, as expressed in the form, scale, and materials, to strive for a fine-grained scale, or “texture,” particularly at the street level and other areas where pedestrians predominate.

***South Lake Union Supplemental Guidance:***

**DC2-I Architectural Concept and Consistency**

**DC2-I-i. Roofscape Design:** Design the “fifth elevation” — the roofscape — in addition to the streetscape. As this area topographically is a valley, the roofs may be viewed from locations outside the neighborhood such as the freeway and Space Needle. Therefore, views from outside the area as well as from within the neighborhood should be considered, and roof-top elements should be organized to minimize view impacts from the freeway and elevated areas.

**DC4 Exterior Elements and Finishes: Use appropriate and high quality elements and finishes for the building and its open spaces.**

**DC4-A Exterior Elements and Finishes**

**DC4-A-1. Exterior Finish Materials:** Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern, or lend themselves to a high quality of detailing are encouraged.

**DC4-A-2. Climate Appropriateness:** Select durable and attractive materials that will age well in Seattle's climate, taking special care to detail corners, edges, and transitions.

**DC4-B Signage**

**DC4-B-1. Scale and Character:** Add interest to the streetscape with exterior signs and attachments that are appropriate in scale and character to the project and its environs.

**DC4-B-2. Coordination with Project Design:** Develop a signage plan within the context of architectural and open space concepts, and coordinate the details with façade design, lighting, and other project features to complement the project as a whole, in addition to the surrounding context.

**DC4-C Lighting**

**DC4-C-1. Functions:** Use lighting both to increase site safety in all locations used by pedestrians and to highlight architectural or landscape details and features such as entries, signs, canopies, plantings, and art.

**DC4-C-2. Avoiding Glare:** Design project lighting based upon the uses on and off site, taking care to provide illumination to serve building needs while avoiding off-site night glare and light pollution.

**DEVELOPMENT STANDARD DEPARTURES**

The Board's recommendation on the requested departure(s) will be based on the departure's potential to help the project **better meet these design guidelines priorities and achieve a better overall project design** than could be achieved without the departure(s). The Board's recommendation will be reserved until the final Board meeting.

At the time of the Early Design Guidance the following departure was introduced:

1. **Departures for the Living Building Pilot (LBP) Program (23.41.012.D):** Projects participating in the Living Building Pilot Program may request departures from the Land Use Code requirements pertaining to maximum height and FAR. The base SM-85 Code requires a maximum height of 85 ft, and a maximum FAR of 6.0; the LBP allows departures to be considered (per criteria 23.41.012.D.1, and 23.41.012.D.2.e) up to 105 ft height (+20 ft) and up to 6.9 FAR (+15%). The applicant proposes a height of 105 ft, and may request a FAR up to 6.9, depending on final plan development.

**The Board indicated receptivity to the 105 ft height, as long as the additional height results in a ground floor retail use of the approximate size and depth shown on page 54, and is about 20 ft in height, with full height clear at the two street perimeters. The**

Board agreed this retail use, street activation and magnitude of façade transparency, creates a design that “results in a development that better meets the intent of adopted design guidelines”, including CS2-B-2 (Connection to the Street), PL2-I (SLU Streetscape Compatibility), PL3-C (Porous and Transparent Retail Edges), DC1-A (Arrangement of Uses), and DC2-C-1 (Visual Depth & Interest). The Board explicitly did not tie their support of the height departure to any sustainability goal of the LBP program, but recognized the tall ground floor should incidentally improve daylighting and natural ventilation.

The Board did not opine on the potential FAR departure as the quantity and certainty of the request was not established, but it must be clearly presented at the next meeting if the applicants intend to request it. The Board reserves all evaluation and judgement on the FAR aspect until and if it is presented at the next meeting.

## **RECOMMENDATIONS**

### **BOARD DIRECTION**

At the conclusion of the EARLY DESIGN GUIDANCE meeting, the Board recommended moving forward to MUP application, with response to the Board guidance described herein.